



- No ammonia, no odor.
- Lift up to 3 levels.
- 100% grey coverage.
- +48% shinier hair*, high impact color.
- No damage in sight.
- Optimal scalp comfort.

*Instrumental test, vs before color.

COLOR APPLICATION WITH iNOA

PREPARATION

In a non-metallic bowl:



Do not use any other classical oil developer. Mix well with a whisk. Never add water in the mixture.

REGROWTH APPLICATION

Thanks to its onctuous texture, iNOA perfectly adheres to the hair. Spread the mix on the roots making sure to saturate every hair strand.

During the development time, leave hair lying on the scalp. Start the application from the back of the head. End with the hair line.

Development time: after the root application is complete.

TAKE THROUGH with Dia light.

Each time you can, to benefit from the unique acidic pH technology, in order to preserve hair integrity, application after application.

- Slightly or moderately altered color. Take through 10 minutes before the end of iNOA development time using 9 volume diactivator.
- Very altered color. Take through 20 minutes before the end of iNOA development time using 9 volume diactivator.

TAKE THROUGH with iNOA.

When you do not have Dia light in your salon, neither the right Dia light shade.

TAKE THROUGH TIME. Depending on the alteration of the color, the take through time can vary.

- Slightly altered color: Emulsify with care during 5 minutes before the end of the development time.
- Moderately altered color: Take through only 20 minutes before the end of the development time.
- Very altered color/Color change: Immediate take through.

THE MIX.

- When white hair coverage rule is applied on the regrowth, prepare a new mixture without fundamental or golden fundamental for the lengths and ends.
- When 30 vol. «oil developer» is used on the regrowth, prepare a new mixture with 10 vol. for the lengths and ends.

EMULSION AND RINSING

- Start by gently emulsifying the color.
- Add water and keep on emulsifying.
- Rinse until water runs clear.
- Shampoo twice with iNOA post shampoo or Metal Detox Shampoo.



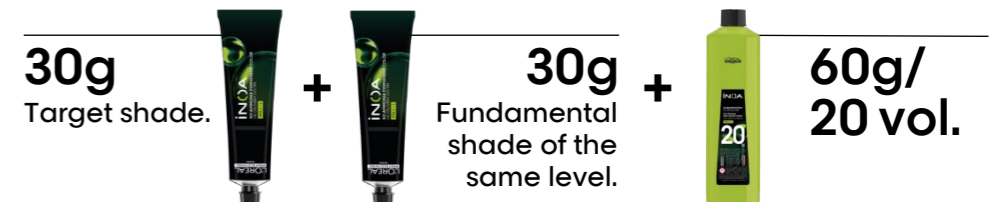
WHITE HAIR COVERAGE

UPTO 70% OF WHITE HAIR

Mix the target shade (60g of colorant + 60g of «oil developer») with 10, 20 or 30 volume.

MORE THAN 70% OF WHITE HAIR

THE ROOTS MIXTURE.



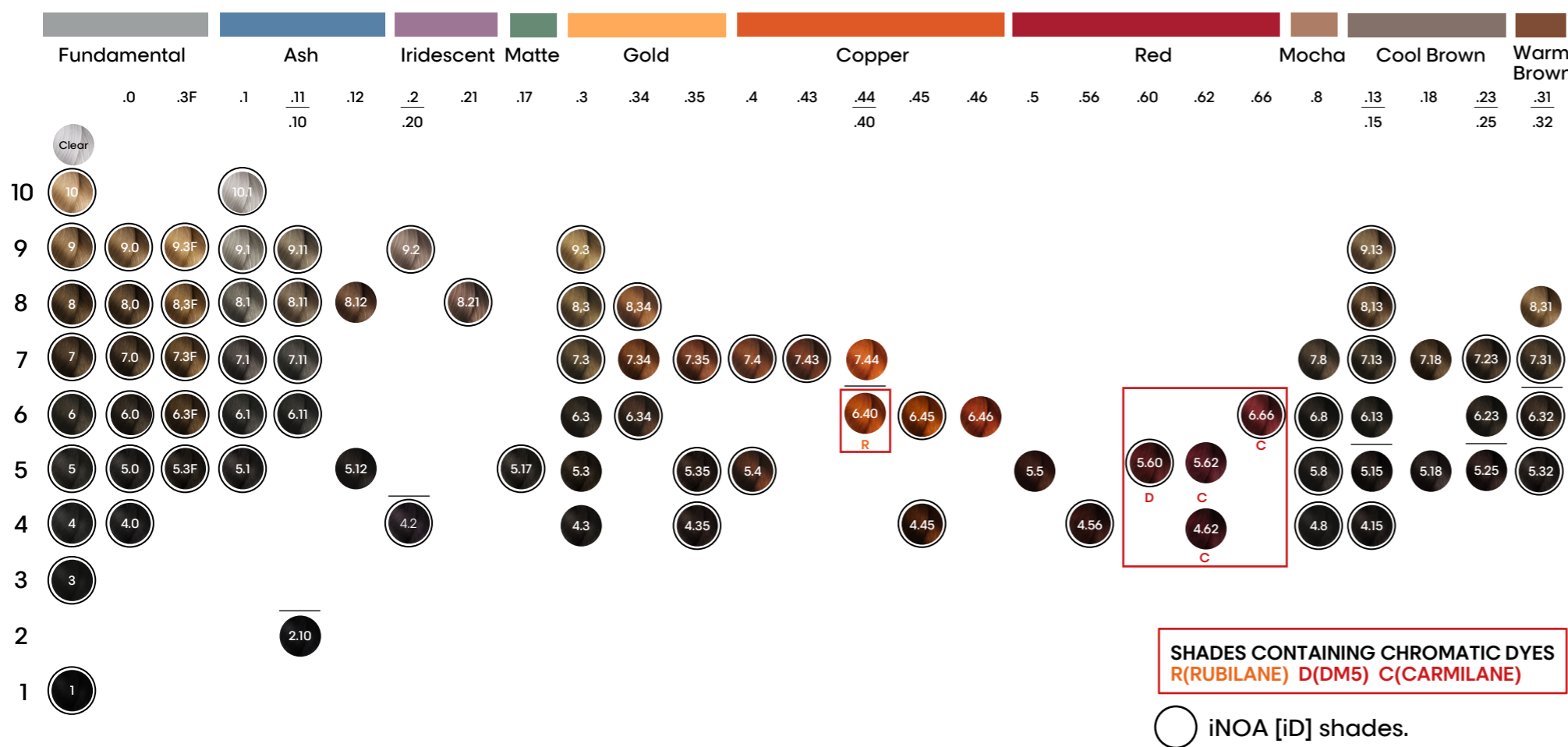
		COOL REFLECTS 1.2.7.8	WARM REFLECTS 3.4.5.6
FUNDAMENTALS	Optimal coverage	✓	
GOLDEN FUNDAMENTALS (.3F)			✓
DEEP FUNDAMENTALS (.0)	Deeper / more opaque coverage	✓	

For a perfect white hair coverage, use 20 volume oil developer.

PRO TIPS

For coarse and/or resistant hair, you can apply the white hair coverage rule starting when 50% of white hair. For a deeper and/or more opaque coverage you can use the deep fundamentals (.0) with the cool shades.

THE iNOA CARTOGRAPHY



iNOA REDS SPECIFIC RULES

Immediate take through is strongly advised when using red shades, regardless of the amount of color fading on lengths and ends.

WHITE HAIR COVERAGE.

1. iNOA classical reds. (EXAMPLE: 6.46 OR 4.56). Respect the usual white hair coverage rule.
2. iNOA chromatic reds. (EXAMPLE: 6.40 OR 6.66 OR 5.60). (RUBILANE™, CARMILANE™ AND DM5) Thanks to their strong coloring power, iNOA chromatic reds provide a perfect white hair coverage. Without mixing with any fundamental, they provide an intense result for 0 to 100% of white hair.

Carmilane, DM5 and Rubilane chromatic shades can be mixed between themselves in their respective reflect family.

- Do not mix them with:
- Fundamentals.
 - Golden fundamentals.
 - Deep fundamentals.
 - Other iNOA reflect shades.

In the case of iNOA Carmilane shades, pay special attention to the application to avoid color stains around the face frame.

DIAGNOSIS AND CONSULTATION: iNOA iD

My Hair [iD] includes iNOA [iD]

WHAT IS iNOA [iD]?

iNOA [iD] is a specific feature available on My Hair [iD] application, which allows you to guide you through the diagnosis of iNOA. By combining the superiority of the iNOA formula, L'Oréal Professionnel allows you to offer a digital in-salon service within 3 steps.

HOW DOES IT WORK?

- N°1 During the inspiration phase,
- the look book will help you align with your client with different looks and color effects.
 - the color chart will show all the 63 possible shades.

N°2 During the diagnosis phase, out of 5 simple questions, you will be able to evaluate your client's hair, in order to receive the perfect mix recommendation to prepare the personalized iNOA recipe for the roots and lengths (out of 63 shades included in the diagnosis).

N°3 The advanced Virtual Try-On, will simulate the final result to help your client project herself in her potential new look.



iNOA CLEAR PRO TIPS

- iNOA CLEAR allows to increase the transparency or to lower the intensity of any reflect shade.

Modulate from 1/4 to 1/2 of clear depending on how much transparency you want to achieve.

On 6, 7 and 8 natural bases with 30 vol. «oil developer» you can mix 1/2 clear + 1/2 target shade to obtain slightly lighter results.

Example :
On natural base 7,
30g clear + 30g 10,12
+ 60g 30 vol. «oil developer».



Scan the QR code to download the iNOA e-technical sheet.

ALLERGY ALERT TEST

Allergy Alert Test must be done 48 hours before each use even if hair coloring products have been used before.

For complete information on the Allergy Alert Test protocol, go on ACCESS to live the HEALTH AND SAFETY module or read the safety instructions on leaflet or in pack before each use.